

Appln No. 10/743671
 Amdt. Dated: October 10, 2006
 Response to Office Action of August 11, 2006

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of printing a publication having an input element readable by a sensing device tracking user interaction with an input element of a printed publication using a sensing device and a computer system, the method comprising the steps of, in the computer system:
 - (a) determining a unique page identity for said publication in a computer system;
 - (b) identifying human-readable information for said publication;
 - (c) determining a page description for said publication in said computer system, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;
 - (d) associating said page identity with said description of said input element;
 - (e) generating, in a printer, first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;
 - (f) generating, in the printer, second dot data for said human-readable information using at least part of said page description;
 - (g) compositing the first and second dot data; and
 - (h) printing the publication wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data.

printing, using a printer operatively connected to the computer system, the publication, the printed publication having disposed therein or thereon human-readable information and machine-readable coded data, the human-readable information and machine-readable coded data having been printed by the said printer, the human-readable information being indicative, to a user, of the input element, portions of the machine-readable coded data being indicative of their own position relative to the printed publication, the computer system storing an electronic description of the printed publication and an association between the input element and an associated entity,

receiving, from a sensing device, indicating data;

wherein the sensing device comprises:

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~~(a) an image sensor adapted to capture images of at least some of the coded data when the sensing device is placed in an operative position relative to the printed publication; and~~

~~(b) a processor adapted to:~~

- ~~(i) identify at least some of the coded data from one or more of the captured images;~~
- ~~(ii) determine an orientation, within the captured images, of at least some of the coded data;~~
- ~~(iii) decode at least some of the coded data, using the determined orientation; and,~~
- ~~(iv) generate the indicating data being indicative of at least one of a position and a movement of the sensing device relative to the printed publication using at least some of the decoded coded data; and,~~

~~identifying, from the indicating data and the electronic description, whether the user has selected the input element using the sensing device and, if so, notifying the associated entity of the selection.~~

2. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

3. (Previously Presented) The method of claim 2, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

4. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) a merchant computer system;

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- (c) a printer provider computer system; and
- (d) a publisher computer system.

5. - 7. (Cancelled)

8. (Currently Amended) A system for printing a publication having an input element readable by a sensing device~~tracking user interaction with an input element of a printed publication~~, the system comprising a computer system ~~adapted to~~configured for:

(a) determining a unique page identity for said publication;

(b) identifying human-readable information for said publication;

(c) determining a page description for said publication, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;

(d) associating said page identity with said description of said input element; and a printer configured for:

(e) generating first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;

(f) generating second dot data for said human-readable information using at least part of said page description;

(g) compositing the first and second dot data; and

(h) printing the publication, wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data.

~~print, using a printer operatively connected to the computer system, the publication, the printed publication having disposed therein or thereon human-readable information and machine-readable coded data, the human-readable information and machine-readable coded data having been printed by the said printer, the human-readable information being indicative, to a user, of the input element, portions of the machine-readable coded data being indicative of their own position relative to the printed publication;~~

~~store an electronic description of the printed publication and an association between the input element and an associated entity;~~

~~receive indicating data from a sensing device;~~

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~~wherein the sensing device comprises:~~

~~(a) an image sensor adapted to capture images of at least some of the coded data when the sensing device is placed in an operative position relative to the printed publication; and~~

~~(b) a processor adapted to:~~

~~(i) identify at least some of the coded data from one or more of the captured images;~~

~~(ii) determine an orientation, within the captured images, of at least some of the coded data;~~

~~(iii) decode at least some of the coded data, using the determined orientation; and,~~

~~(iv) generate the indicating data being indicative of at least one of a position and a movement of the sensing device relative to the printed publication using at least some of the decoded coded data; and,~~

~~identify, from the indicating data and the electronic description, whether the user has selected the input element using the sensing device and, if so, the computer system is adapted to notify the associated entity of the selection.~~

9. (Previously Presented) The system of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

10. (Previously Presented) The system of claim 9, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

11. (Previously Presented) The method of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;

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- (b) merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

12. - 14. (Cancelled)